

Salesforce Nonprofit-Cloud-Consultant Study Material in Different Formats



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If you are a beginner, start with the Nonprofit-Cloud-Consultant learning guide of practice materials and our Nonprofit-Cloud-Consultant exam questions will correct your learning problems with the help of the test engine. All contents of Nonprofit-Cloud-Consultant training prep are made by elites in this area rather than being fudged by laymen. Let along the reasonable prices which attracted tens of thousands of exam candidates mesmerized by their efficiency by proficient helpers of our company. Any difficult posers will be solved by our Nonprofit-Cloud-Consultant Quiz guide.

Salesforce Nonprofit-Cloud-Consultant certification is a valuable credential for professionals who work with nonprofit organizations. It demonstrates a deep understanding of Salesforce technology and best practices for working with nonprofit organizations. Certified professionals can use their knowledge and skills to help organizations better manage their programs, fundraising, and volunteer efforts, and ultimately achieve their mission.

Salesforce Nonprofit-Cloud-Consultant Exam is a rigorous assessment of an individual's knowledge and skills in nonprofit management and Salesforce Nonprofit Cloud implementation. Successful candidates will have a deep understanding of the features and functionality of the Nonprofit Cloud solution, as well as best practices for implementing and configuring it. They will also be able to provide expert guidance to nonprofits on how to leverage Salesforce to improve their operations, increase their impact, and better serve their constituents. Overall, the Salesforce Nonprofit-Cloud-Consultant Exam is an important credential for anyone looking to demonstrate their expertise in nonprofit management and Salesforce technology.

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Salesforce Nonprofit-Cloud-Consultant Exam is designed for professionals who want to prove their expertise in the Salesforce Nonprofit Cloud. Nonprofit-Cloud-Consultant exam is also known as Salesforce Certified Nonprofit Cloud Consultant (SP20). Salesforce Certified Nonprofit Cloud Consultant Exam certification helps professionals to demonstrate their knowledge and skills in implementing Nonprofit Cloud solutions for their clients.

Salesforce Certified Nonprofit Cloud Consultant Exam Sample Questions (Q147-Q152):

NEW QUESTION # 147

A nonprofit organization has white papers, case studies, and impact reports on its website. The organization wants to track website visitors who download those assets. Once tracked, the organization wants to pursue the visitor as a constituent. Which solution should be considered?

- A. Relationship record
- B. Opportunity Settings
- C. Affiliation record
- **D. NPSP Settings**

Answer: D

Explanation:

To track website visitors who download white papers, case studies, and impact reports, and then pursue them as constituents, using Pardot is the most effective solution. Here's how to set it up:

Install and Configure Pardot:

Purchase and install Pardot if not already done.

Configure Pardot settings to align with your nonprofit's tracking and lead management needs.

Add Pardot Tracking Code to Website:

Implement Pardot tracking code on your website to monitor visitor behavior, including downloads.

Create Pardot Forms and Landing Pages:

Use Pardot to create forms and landing pages for asset downloads.

Capture visitor information (name, email, etc.) before allowing downloads.

Set Up Automation Rules:

Create automation rules in Pardot to add visitors who download assets to specific lists.

Assign these visitors a score to prioritize follow-up actions.

Sync with Salesforce:

Ensure that Pardot is integrated with Salesforce to sync leads or contacts.

Use Salesforce campaigns to manage and track these new constituents.

Reference:

Salesforce Pardot Documentation: Pardot Tracking Code

Salesforce Trailhead: Marketing Automation with Pardot

NEW QUESTION # 148

A nonprofit organization is interested in a CRM that manages its constituents and has an integrated email marketing tool with built-in scoring and engagement tracking.

Which solution should the consultant recommend?

- A. NPSP and Social Studio
- **B. NPSP and Pardot**
- C. NPSP and Marketing Cloud
- D. NPSP and Community Cloud

Answer: B

NEW QUESTION # 149

A nonprofit organization is setting up Outcome Management in Nonprofit Cloud to track the effectiveness of its job skills training program. The overall goal of the program is to reduce unemployment among its clients.

What should the organization use to represent the goal in the Outcome Management objects?

- A. An Indicator Result
- **B. An Outcome**
- C. A Benefit

Answer: B

Explanation:

In the Outcome Management framework, there is a clear distinction between the "service" provided, the "metric" used for measurement, and the "long-term change" desired.

To represent the "overall goal"-which in this case is the broad, systemic change of "reducing unemployment"
-the consultant must use the Outcome object. An Outcome is the North Star of the Impact Strategy; it defines the qualitative "Future State" the organization is working toward.

Key Components of the Outcome Strategy:

* Outcome (The Goal): "Reduced Unemployment" or "Economic Self-Sufficiency." This is a high-level record that acts as a container for all related measurements.

* Indicator Definition (The Metric): To see if the Outcome is being met, you need a metric, such as the "Percentage of program graduates employed within 90 days."

* Outcome Activity: This is the link that connects the high-level Outcome to the specific Program (Job Skills Training).

* Indicator Result (The Data): This object (Option C) holds the actual numerical values (e.g., "85%") collected during a specific timeframe. It represents the proof of the goal's achievement, not the goal itself.

* Benefit (Option B): This represents the specific service delivered (e.g., "Resume Workshop").

Delivering a benefit is an activity that contributes to an outcome, but it is not the outcome itself.

By defining the goal as an Outcome, the consultant allows the organization to aggregate data from multiple programs and timeframes to see the cumulative impact they are having on unemployment in their community.

NEW QUESTION # 150

A nonprofit has high staff turnover in several key roles that use Salesforce. The nonprofit needs to improve training and adoption of Salesforce to maximize the value of its investment.

Which two standard Salesforce tools can quickly help new staff use Salesforce with only a Sales or Service Cloud license?

Choose 2 answers

- A. In-App Guidance
- B. myTrailhead
- C. Path
- D. Einstein Bots

Answer: A,B

NEW QUESTION # 151

During requirements gathering with a nonprofit, the consultant discovers that the customer only works with individual contributors and volunteers (not companies or organizations). The consultant considers using Person Accounts with NPSP so that the customer can track its individual's as accounts. What is the best practice regarding Person Accounts?

- A. Person Accounts should be tested in NPSP, and can be turned off if it does not work as intended
- B. Ensure that the Person Account record type is set as the default record type for the profile of the user who is converting the lead if the customer is planning to do lead conversion
- C. Ensure the Person Account record type is selected as the Household record type in NPSP Settings
- D. Person Accounts were not designed to work with NPSP, and is not supported for use with NPSP

Answer: D

Explanation:

Person Accounts were not designed to work with the Nonprofit Success Pack (NPSP) and are not supported for use with NPSP. The best practice is to avoid using Person Accounts in NPSP. Here's why:

Incompatibility with NPSP Features:

NPSP is designed to use the Household Account model to manage individual donors and contacts.

Person Accounts can conflict with NPSP's data model and features, such as customizable rollups and relationship management.

Limited Support:

Salesforce and the NPSP community provide limited support for Person Accounts within the NPSP context.

Using Person Accounts may result in difficulties obtaining support and resolving issues that arise.

Best Practices for Nonprofits:

Nonprofits are encouraged to use the Household Account model to track individual contributors and volunteers.

This model offers better integration with NPSP's built-in functionalities, such as donation tracking, engagement plans, and reporting.

Data Model Alignment:

Aligning with the Household Account model ensures data consistency and full utilization of NPSP features.

It simplifies data management and reporting by adhering to the NPSP's standardized structure.

Reference:

Salesforce NPSP Documentation: Account Models

NEW QUESTION # 152

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